

1. A method for developing marketable products incorporating novel technological concepts comprising:

selecting an initial application for the specific technological concept by identifying an entry vehicle application;

10 identifying additional applications for the proven technological
concept; and

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3. A system for enabling a business to develop products comprising:

a research group adapted to conduct research to develop technologies and improve developed technologies;

5 a product development group adapted to develop a product based on the use of, or integration of new or improved technologies;

a technological goal to be achieved by the research group;

an entry vehicle product architecture goal to be achieved by the product development group; and

10 a commercialization group adapted to tailor and customize the entry vehicle, market the entry vehicle product and its derivatives;

a joint decision process involving the research, product development and commercialization groups adapted to narrow the scope of research engaged in by the research group and product development group to
15 achieve the technological goal and entry vehicle product development goal, the decision process including identifying an entry vehicle application for the technological goal.

20 4. The system of claim 3 wherein the entry vehicle application is narrow enough in scope to reduce development time but broad enough to enable additional applications.

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5. In a business having a research group charged with conducting research to develop technologies, a product development group charged with developing entry vehicle products from those technologies, and a commercialization group charged with tailoring and customizing the entry vehicle and marketing the entry vehicle product and its derivatives, a method for streamlining a product development process comprising tasking the research group to develop technology for use in an entry vehicle application, the entry vehicle application being selected by the product development group together with the research group and commercialization group.

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6. The method of claim 5 wherein the entry vehicle application is narrow enough in scope to reduce development time but broad enough to enable additional applications.

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